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# **Farmer Broadcasters Letter**

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2524

Sept. 20, 1991

**USDA TRIES TO END PAPER CHASE** -- Secretary of Agriculture Edward Madigan has planned eight test programs to try to improve services while reducing red tape & paperwork farmers face when doing business with USDA. Madigan said the eight pilot projects, called "Easy Access," would be in 15 different locations by spring 1992 sign-up. "When I came aboard as secretary, I told President Bush and the Congress that part of my mission would be to make it easier for farmers to be farmers," Madigan said. "'Easy Access' will reduce the bureaucratic hurdles that get in the way of this nation's farmers and ranchers." **Contact:** Roger Runningen (202) 447-4623.

**OUTLOOK CONFERENCE SET FOR DECEMBER** -- USDA's "Agriculture Outlook '92" will be held Dec. 3-5 in Washington, D.C. At the 68th annual outlook conference, top officials & industry experts will discuss prospects for farmers & consumers, the latest policy changes & recent world development. Topics include challenges for U.S. agriculture; the 1992 farm & economic outlook; solutions for environmental dilemmas; trade negotiations; changes in the Soviet Union & Eastern Europe; and how programs are working under the new farm bill. **Contact:** Ray Bridge (202) 447-5447.

**RURAL AREAS HELP THEMSELVES** -- In response to socio-economic shifts in rural America over the past decade, many rural communities have turned to their own resources to start projects that generate local jobs or income, says USDA economist David W. Sears. Self-development projects actively involve local organizations, rely on local resources & result in an activity that is locally controlled. "What all these firms and organizations have in common is that they are controlled primarily or entirely by local interests," Sears says. "They are not local branches of outside entities, nor do their owners live outside the community." **Contact:** David Sears (202) 219-0544.

**NON-METRO CHILDREN MORE LIKELY TO BE POOR** -- Children who live in non-metro areas are more likely to live in poverty or near the poverty level than those in metro areas, according to a new USDA report. The report compares the economic well-being of children. USDA demographer Carolyn C. Rogers found that in 1987, 24 percent of all children living in non-metro areas lived below the poverty line, 12 percent near that line & 64 percent above it. As for children in metro areas, 20 percent lived below the poverty level, 9 percent near that level & 71 percent above. **Contact:** Carolyn Rogers (202) 219-0534.

**FARM LABOR** -- During the week of Aug. 11-17, there were 658 thousand hired workers on farms & ranches in the 11 states surveyed. This compares with 631 thousand workers during the July, 1991, survey week. No comparable survey was done in August 1990. **Contact:** Tom Kurtz (202) 447-3228.

**BELTSVILLE SYMPOSIUM** -- Genetic mysteries about how plants respond to light will be examined Sept. 22-27 at the 16th annual symposium of the Beltsville, Md., Agricultural Research Center. "Applying new knowledge about how plants respond to light could mean new strategies for weed control, better control of the timing of the harvest, higher crop yield and improved crop quality," says Essex E. Finney, director of the center, which is part of USDA's Agricultural Research Service. About 60 U.S. & foreign scientists will report research findings during the symposium. **Contact: Vince Mazzola (301) 344-1712.**

**RESULTS OF 11TH SIGNUP** -- Secretary of Agriculture Edward Madigan says 1.12 million acres have been tentatively accepted into the Conservation Reserve Program from the 2.35 million acres bid during the 11th CRP signup July 8-19. Total CRP enrollment is now 35.6 million acres. Of the 1.12 million acres tentatively accepted, 66,151 are to be planted to trees. **Contact: Robert Feist (202) 447-6789.**

**NEW APPLE BAGGER LESS BRUISING** -- The journey from orchard to supermarket may become a less bruising experience for apples, thanks to a new fruit bagging machine designed by USDA scientists. "Our research has found that the bagging operation causes more bruises than any other apple handling operation conducted between the orchard and local grocery store," says co-inventor Dale Marshall. The new machine reduces the amount of bruising in Golden Delicious apples by 93 percent, Marshall says. **Contact: Dale Marshall (517) 353-5201.**

**FARM INCOME** -- Farm income prospects have improved since early summer, but 1991 farm income is still below last year's figures. USDA forecasts net cash income down 5 percent from the 1990 record of nearly \$60 billion, while net farm income is down about one-tenth from \$50 billion. Falling cash grain production & low dairy prices are causing incomes to slip from 1990's record. The forecast for government payments remains unchanged at \$8 to \$9 billion. **Contact: Robert Dubman (202) 219-0809.**

**GUIDE TO WORLD AG AVAILABLE** -- USDA now has an updated guide to agriculture around the world. "Foreign Agriculture 1990-91" features nearly 200 pages of info, including profiles of 72 countries covering commodities produced, farm & food policies, imports & exports & trade policies & prospects. The book also includes a 40-page atlas of world ag. You can order copies from Information Division, FAS, Room 4638-S, USDA, Washington, D.C. 20250-1000. The cost is \$15 per copy; make checks or money orders payable to the Foreign Agriculture Service. **Contact: Eric VanChantfort (202) 382-9443.**

**HAPPY BIRTHDAY PACKERS & STOCKYARDS** -- The Packers & Stockyards Act was signed into law in 1921, giving the secretary of agriculture authority to regulate livestock marketing activities at public stockyards and the operations of meat packers. USDA's Packers and Stockyards Administration was established Sept. 6, 1921. The agency's mission is to assure fair trade practices & competitive markets for livestock, meat & poultry. **Contact: Sara Wright (202) 382-9528.**

<p><i>Editor: Marci Hilt Phone: (202) 447-6445</i></p>
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## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1789** -- More & more consumers are demanding organically-grown produce. On this edition of **Agriculture USA**, **Maria Bynum** travels to California, where she takes us to a busy organic produce market. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1271** -- Is your lawn dead or dormant? Renovate the lawn -- do it quick! Football field turf; consumer & food safety issues; organically-grown produce. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1779** -- USDA News Highlights; CRP signup; paperwork reduction for farmers; Canada's big wheat harvest; more soybean varieties -- more dollars for farmers. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1438** -- Salmon poisoning in dogs; complex disease; Chediak Higashi syndrome; vitamin E & cat food; maternal antibodies & vaccines. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Mon., Sept. 30, Ag prices; grain stocks; Tues., Oct. 1, trout production; horticultural product exports; weekly weather & crop update; Tues., Oct. 8, weekly weather & crop update. (These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling!)

**DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

Material changed at 5 p.m., EDT, each working day.

## FROM OUR TELEVISION NEWS SERVICE

**FEATURES** -- **Pat O'Leary** reports on USDA's fall color hotline; **Chris Larson** reports on wetland restoration techniques; University of Missouri's **Mike Thomas** reports on diversifying agriculture using different grains; University of Illinois' **Gary Beaumont** reports on how farmers can help the wildlife populations in the Corn Belt and Michigan State's **Dave Luciani** reports on a tree for the 21st century.

**ACTUALITIES** -- Secretary of Agriculture **Edward Madigan** on "Easy Access" projects to cut paperwork and red tape; USDA crop analyst **Jim Donald** on the latest world supply & demand situation outlook; USDA meteorologist **Ray Motha** with a national & international weather & crop update.

**UPCOMING FEATURES** -- **Pat O'Leary** reports on a travelling art exhibit depicting animal breeds of the past & **DeBoria Janifer** reports on the USDA national school lunch program.

**EVERY OTHER WEEK** -- **Agriculture Update**, five minutes of USDA farm program info, in news desk format with B-Roll footage.

Available on Satellite **Westar 4**, Transponder **12D (Channel 23)**, audio **6.2 or 6.8**:

THURSDAY . . . . .7:30 - 7:45 p.m., EDT  
SATURDAY . . . . .10 - 10:45 a.m., EDT  
MONDAY . . . . .8 - 8:45 a.m., EDT



## OFFMIKE

**TOUR OF SOVIET FARMS...**revealed a major contrast between state farms & collective farms, says **Cindy Zimmerman** (Southeast Agrinet, Ocala, Fla.). State farms obviously receive more financial support, possessing a corporate presence, she says. However, people on collective farms were more friendly. Cindy plans to give a series of talks using slides & audiotape of the recent trip.

**TRADE MISSION TO THE FAR EAST...**is being covered by **Gary Truitt** (AgriAmerica Network, Indianapolis, Ind.) & **Ron Powers** (WOWO, Ft. Wayne, Ind.). The trip is sponsored by the Indiana Beef Cattle Association. Truitt & Powers are visiting Japan, Korea, China & Hong Kong, and will return Sept. 21.

**WINTER WHEAT PLANTING...**is underway, says **Ron Hays** (Oklahoma Agrinet, Oklahoma City, Okla.). Late summer rains have provided excellent ground moisture, which may prompt producers to increase acreage.

### ***Farm Broadcasters Letter***



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**FEED GRAINS HARVEST...**is underway in western Kansas, says **Hap Larson** (KBUF, Garden City). Producers are being urged to delay planting wheat in an effort to combat wheat mosaic. Hap says it's the time of year for him to switch from rodeo announcer -- he does about 12 a year -- to after-dinner speaker.

**CORN & BEAN HARVEST...**is going well in southern Illinois, says **Peggy Fish** (WFMB, Springfield), but the northern & eastern sections of the state are suffering consequences of drought. Several producers in her area have 180 bushel corn and 55 beans.

**GROWING DEGREE DAYS...**are needed in Iowa, says **Gary DiGiuseppe** (KWMt, Ft. Dodge). Corn & beans went in late. Adequate rain has helped growth, but development needs a push to beat an early frost.

**VIC POWELL**  
Chief, Radio & TV Division

